



FY2001 Top 200 Users Survey Report

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September 2001

| Report Documentation Page | | |
|--|--|--|
| Report Date 01SEP2001 | Report Type N/A | Dates Covered (from... to) - |
| Title and Subtitle FY2001 Top 200 Users Survey Report | | Contract Number |
| | | Grant Number |
| | | Program Element Number |
| Author(s) | | Project Number |
| | | Task Number |
| | | Work Unit Number |
| Performing Organization Name(s) and Address(es) Proactive Customer Advocacy Program Marketing Team Marketing and Registration Division Directorate of User Services DTIC 8725 John J. Kingman Rd., Ste. 0944 Ft. Belvoir, VA 22060-6218 | | Performing Organization Report Number |
| Sponsoring/Monitoring Agency Name(s) and Address(es) | | Sponsor/Monitor's Acronym(s) |
| | | Sponsor/Monitor's Report Number(s) |
| Distribution/Availability Statement Approved for public release, distribution unlimited | | |
| Supplementary Notes The original document contains color images. | | |
| Abstract | | |
| Subject Terms | | |
| Report Classification unclassified | Classification of this page unclassified | |
| Classification of Abstract unclassified | Limitation of Abstract UU | |
| Number of Pages 18 | | |

PART II: Year 2001 Top 200 User Data Summary

Introduction:

Purpose: Our continued success or failure depends on really knowing our customers, especially our core customers. Why? Core customers represent the single best source for our continued growth. To put this into perspective, look at the core customers' impact on DTIC's FY 2000 business results. Core DTIC users accounted for 86 percent of all document orders, 86 percent of total billing and 48 percent of all full-text downloads.

To successfully achieve this important purpose, it is imperative that we gain a "customer-valued" perspective of how well we are meeting their expectations. In other words, do we provide the kind of products, services and customer care that compels our core customers to remain loyal clients rather than seeking other available sources? The Top 200 User Survey (Part II of the annual survey process) was specifically designed not only to collect critical customer satisfaction data, but also to meet the following objectives:

- Improve customer retention
- Determine the quality of customer care and support
- Track the effects of change in product and service quality
- Indicate trends in product, service and customer care
- Determine the quality of products, services and web pages

It is important to note that this report only includes the results of Part II, the Top 200 User Survey.

Methodology: Web-based, email and one-on-one telephone interviews were the collection methods selected for this effort. These multiple collection paths were selected not only to offer our users a variety of survey response options, but also to increase response rates. Those users not having an email address and/or web access were contacted and surveyed via one-on-one telephone interviews. A total of 275* users were randomly selected to participate in the survey. After an intense email and call effort, the survey population universe was reduced to a total of 213 users. 179 or 84 percent of those users responded to the survey.

It is further hypothesized that those 62 non-respondents are more likely to consider themselves as DTIC non-users, or to perceive themselves as not having a sufficient enough stake in DTIC to take the time to respond. When analyzing survey results, it is prudent to weight responder and non-responder characteristics to

determine if the sample responding is truly representative of the target population as a whole.

Comparative Benchmarking: Results obtained from the 2001 Customer Satisfaction and Top 200 surveys have been measured against individual and composite results of **31** federal government agencies which participated in the annual American Customer Service Index (ACSI) process. In addition, **8** common customer/product/service quality factors were measured against the best results of 5 comparable federal agencies as determined by the American Customer Service Index (ACSI) study. The 2000/01 study commissioned by GSA and the President's Management Council (PMC, established both the benchmark and the baseline for the federal government at **68.6**. The results of this study are presented in *Part III* of this report.

(See Appendix D)

Overall Findings

Demographics:

- ◆ The majority of users responding came from three distinct user groups: Librarian/Technical Information Specialist, Research Analyst and Engineers.
- ◆ The majority of Top users describe their organization as either DOD or Industry/Corporate.
- ◆ A third of all respondents reported being registered with DTIC for less than one year.

Access/Communications:

- ◆ A quarter of Top Users are annoyed at the lack of access to DTIC and specific organizational staff.
- ◆ A majority of Top users responding prefer contacting DTIC by phone.
- ◆ A significant majority of Top users report speaking to a "live person" as very important.
- ◆ The majority of Top users order DTIC documents online.
- ◆ The significant majority of Top users have accessed the DTIC Homepage within the past 90 days.

Customer Service Issues:

- ◆ The majority of Top users reported document delivery times met their expectations but order status (timely tracking) was lacking.
- ◆ A significant number of Top users are annoyed with the lack of responsiveness to their inquiries and the speed of service afforded.
- ◆ The majority of Top users rated our homepage as average with low ratings for navigating, content and organization.
- ◆ Top users want quick response to their voice, email and fax inquiries.

Marketing Communications:

- ◆ Users find the majority of their information needs are met by searching DTIC's collections. However, they do express concern for currency, ease of use and availability of documents for downloading.
- ◆ The majority of Top users agreed that DTIC did a good job of informing users about Registration issues. However, collateral issues not directly controlled by DTIC Registration, like the DD Form 55 process and lack of response by COTR/Sponsor personnel in the 1540 signature process, were mentioned as user difficulties.
- ◆ Top users are satisfied that DTIC does a good job communicating (transmitting mailing) information about new changes in and/or enhanced product and service offerings, training opportunities, and submitting documents, but order status still rates low.
- ◆ The vast majority of users reported that DTIC is very important to the accomplishment of their business objective.
- ◆ Users find our products and services are of high quality.

- ◆ The vast majority of users would recommend DTIC to a colleague.
- ◆ A significant majority of Top users report that DTIC has a high impact to very impact in supporting their overall mission.

Issues for Further Study

After carefully examining the quantitative and qualitative data, three key issues were identified as requiring further study.

Customer Services Issues:

- ◆ **Timely Access:** Top Users continue to experience difficulties in accessing designated DTIC personnel (4-year downward trend).
- ◆ **Timely Response:** Top Users' questions, inquiries and problems are not addressed, in a timely manner (4-year downward trend).
- ◆ **Document Ordering Processes:** Top Users are dissatisfied with existing order confirmation and tracking processes.
- ◆ **Communication Process:** Users prefer to speak to a "Live Person" versus the voice mail process. (4-year downward trend).
- ◆ **Interpersonal Communication/Customer Care Skills:** Marginal level of Customer Service - unfriendly and/or non-responsive staff behavior.

Acquisition Issues:

- ◆ **Collection:** Top Users expressed concern for the availability, currency and quality (document and Microfiche) of the collection.

Collateral Issues:

- ◆ **DD Form 55:** Despite noted improvements, Top Users want and need an interactive electronic version of the form with a

matching source database for submission and tracking functions.

- ◆ **DD Form 1540 Authorization:** Users are still experiencing real difficulties in obtaining timely sponsor/COTAR approvals for both initial and additional DOD contracts.
- ◆ **DD Form 1540 Electronic Version:** The new electronic version is an improvement, but it really doesn't meet Top Users' needs because it is not interactive.

PART II: Graphical Data Review *(Detailed data analysis can be found in Appendix C)*

User Status, Organization Type and Job Position

Demographic data contained in this section is based on composite responses from the **179 users** who participated in the Top 200 customer satisfaction process.

Job/Position Status: **6 in 10** users reported their current job position as **"Librarian"** which includes Acquisition, Head, Reference, Research and Technical Librarians. **1 in 8** users reported **"Technical Information Specialist"** and **1 in 10** as **"Researcher/Analyst"** and **1 in 9** users reported **"Engineer."**

DOD Job/Position Status: **6 in 10** DOD users reported their current Job position as **"Librarians,"** **1 in 7** as **"Technical Information Specialists,"** **1 in 11** as **"Engineers"** and **1 in 20** as **"Researchers."**

Industry Job/Position Status: **1 in 2** Industry users reported their current job position as **"Librarians,"** **1 in 5** as **"Engineers,"** **1 in 8** as **"Researchers/Analysts"** and **1 in 14** as **"Scientists"** or **"Security Officers."**

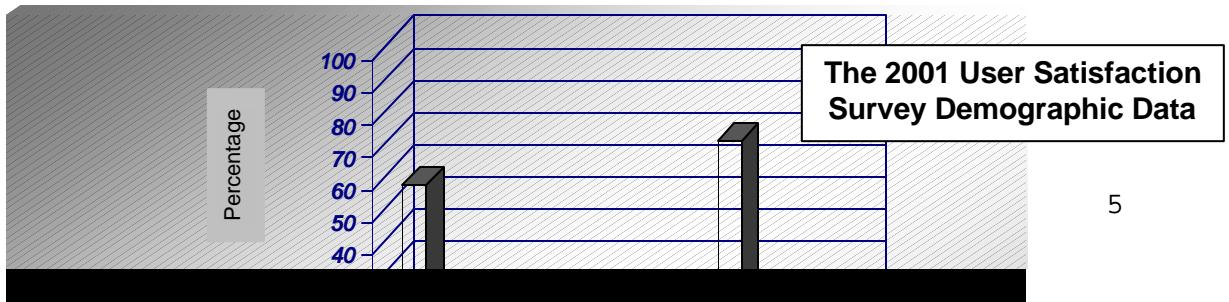


Fig 1

Organization Type: **6 in 10** users reported their current organization as DOD/Military/Civilian. **1 in 3** reported Industry/Corporate and **1 in 20** reported Non-DOD or College/University/Research Center.

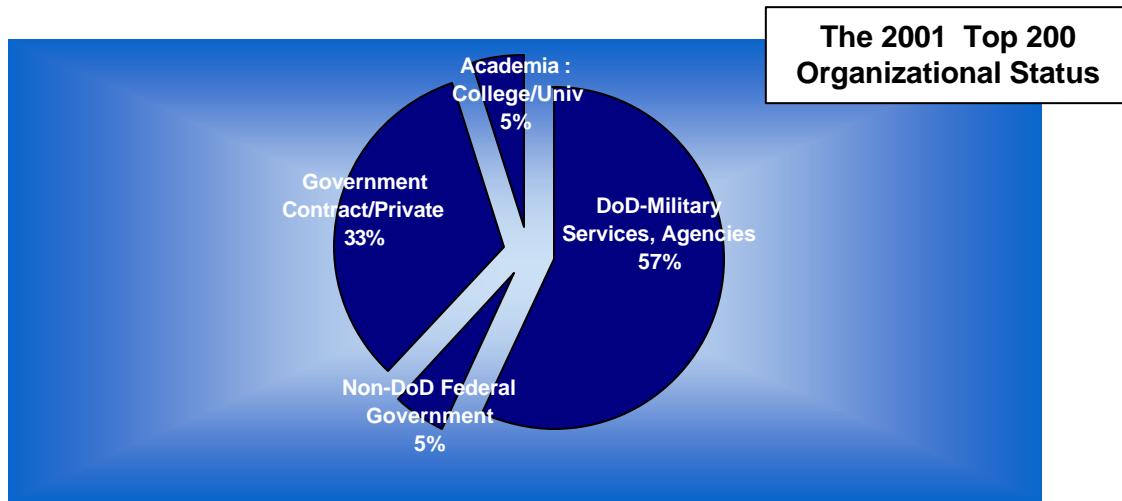


Fig 2

Registration Status: **1 in 3** users reported being registered with DTIC for less than 1 year, **1 in 4** reported 1-5 years and **4 in 10** users reported being registered for 6 or more years.

DOD User Registration Status: 1 in 3 Top DOD Users reported being registered for less than 1 year, 1 in 9 reported 1-3 years, 1 in 6

Reported 3-5 years and 4 in 10 users reported being registered for 6 or more years.

Industry Registration Status: 1 in 3 Industry Top Users reported being registered for less than 1 year. 1 in 8 reported 1-2 years, 1 in 5 as 3-5 years and 1 in 3 reported being registered for 6 or more years.

Document Ordering, Ordering and Delivery Processes:

Document Ordering Method: 6 in 10 users order documents via the internet, 1 in 6 via telephone, 1 in 6 via fax, and 1 in 20 via email.

DOD User Document Ordering Method: 6 in 10 users order documents Via the Internet, 1 in 5 order via fax, 1 in 6 order by phone and 1 in 16 order by email.

Industry User Document Ordering Method: 6 in 10 users order via the Internet, 1 in 5 order via telephone, 1 in 7 order via fax and 1 in 50 order via email.

Ordering Process: 7 in 10 users reported their ease of ordering documents as "Very Good" to "Excellent." 1 in 5 rated it as "Good" and 1 in 20 reported as "Poor" to "Fair."

DOD Users Document Ordering Process: 8 in 10 users rated ease of ordering as "Very Good" to "Excellent," 1 in 7 as "Good" and 1 in 16 as "Poor" to "Fair."

Industry Users Document Ordering Process: 2 in 3 users rated ease of ordering documents as "Very Good" to "Excellent," 1 in 3 as "Good" and 1 in 16 as "Poor" to "Fair."

Document Delivery Process: When asked about meeting their anticipated delivery requirements, Top Users reported the following: 1 in 5 reported that their expectation was met "Every Time." 2 in 3 users reported "Most of the Time" and 1 in 9 reported "About Half the Time."

DOD User Delivery Process: 1 in 5 users reported "Every Time," 6 in 10 reported "Most of the Time" and 1 in 8 "About half of the time."

Industry User Delivery Process: 1 in 9 users reported "Every time," 8 in 10 reported "Most of the time" and 1 in 12 reported "About half of the time."

Major DTIC Process Performance Ratings:

Registration Process: When asked to rate their overall level of satisfaction with the registration process Top Users reported the following: 3 in 4 rated the registration process as "Very Good" to "Excellent." 1 in 4 rated it as "Good" and 1 in 50 rated it as "Poor" to "Fair."

DOD Registration Process Rating: 8 in 10 users rated the process as "Very Good" to Excellent," 1 in 5 as "Good" and 1 in 20 as "Poor" to "Fair."

Industry Registration Process Rating: 6 in 10 users rated the process as "Very Good" to Excellent," 1 in 3 as "Good" and 1 in 20 as "Poor" to Fair."

Reference and Retrieval Process: When asked to rate their overall level of satisfaction with the Reference and Retrieval process, Top Users reported the following: 2 in 3 users rated the Reference and Retrieval service as "Very Good" to "Excellent." 1 in 3 rated it as "Good" and 1 in 16 rated it as "Poor" to "Fair."

DOD Reference and Retrieval Process Rating: 6 in 10 users rated the process as "Very Good" to "Excellent," 1 in 3 as "Good" and 1 in 20 as "Poor" to "Fair."

Industry Reference and Retrieval Process Rating: 6 in 10 users rated the process as "Very Good" to "Excellent," 1 in 4 as "Good" and 1 in 9 as "Poor" to "Fair."

Corporate Access, Media Preferences and Contact Data:

Preferred Access Medium (Overall): When asked which contact communication channel users most preferred, 6 in 10 Top 200 users reported Telephone, 1 in 5 as Internet, 1 in 10 email and 1 in 20 reported fax.

DOD User Access Medium: 6 in 10 users reported Telephone, 1 in 5 reported the Internet, 1 in 9 email and 1 in 12 reported fax.

Industry User Access Medium: 2 in 3 users reported Telephone, 1 in 5 reported the Internet, 1 in 10 reported email and 1 in 20 reported fax.

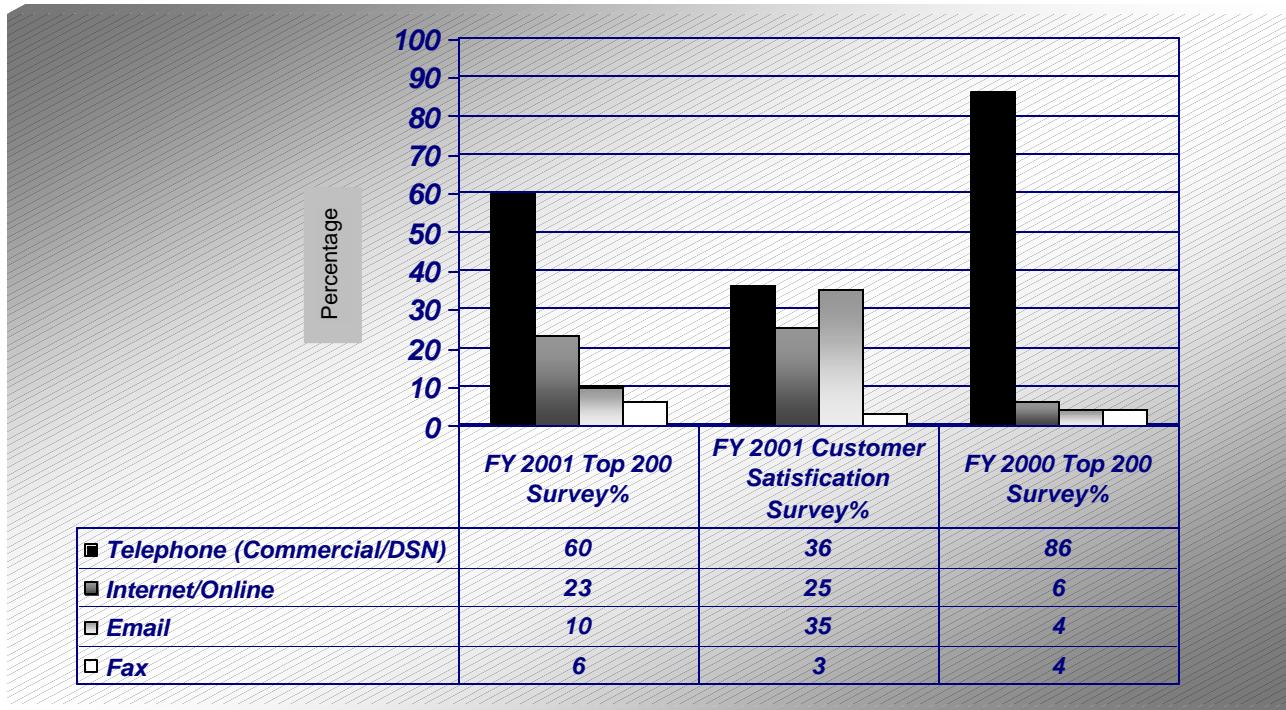


Fig 3

Importance of Talking to a "live Person:"

Overall: 7 in 10 users reported "Extremely Important" to "Very Important," 1 in 10 "Important" and only 1 in 12 users reported "Not Very Important" and/or Not At All Important."

DOD User Importance of Talking to a "Live Person:" 8 in 10 users reported "Very Important" to "Extremely Important," 1 in 12 as "Important" and 1 in 9 as "Not Very Important."

Industry User Importance of Talking to a "Live Person:" 9 in 10 users reported "Very Important" to "Extremely Important" and 1 in 8 reported "Important."

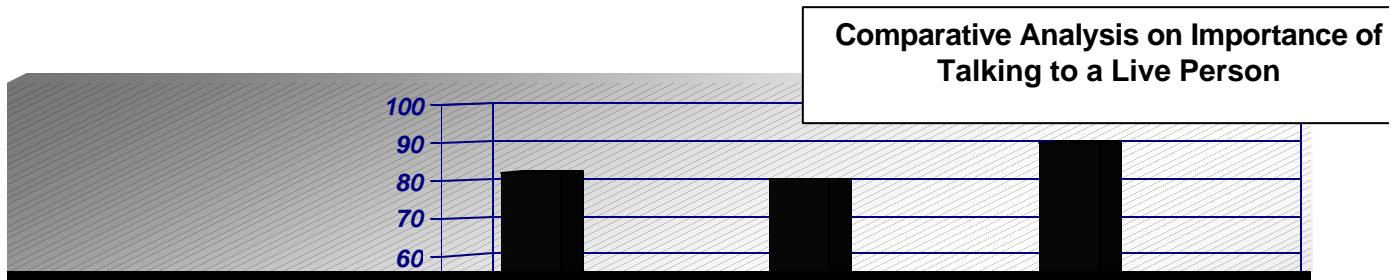




Fig 4

Effectiveness of Corporate Communications:

When asked how well DTIC communicates (informs) users about specific issues, 2001 Top 200 users responded as follows:

Overall Informing about New Products/Services: **9 in 10** users reported they "Agree" to "Strongly Agree" and **1 in 50** reported they "Disagree."

DOD Users, New Products/Services Information: **9 in 10** users "Agree" to "Strongly Agree" and **1 in 25** reported they "Disagree."

Industry Users, New Products/Services Information: **9 in 10** users "Agree" to "Strongly Agree" and **1 in 8** offered "No Opinion."

Overall Products/Services Changes: **9 in 10** users reported they "Agree" to "Strongly Agree" and **1 in 20** "Disagree."

DOD Users, Product/Service Changes: **9 in 10** users "Agree" to

"Strongly" and **1 in 12** "Disagree."

Industry Users, Product/Service Changes: **9 in 10** users "Agree" to "Strongly Agree" and **1 in 20** "Disagree."

Overall Informing about Submitting Documents: **6 in 10** users "Agree" to "Strongly Agree," **1 in 30** offered "No Opinion" and **1 in 12** "Disagree."

DOD Users, Submitting Documents: **6 in 10** users "Agree" to "Strongly Agree," **1 in 5** offered "No Opinion" and **1 in 10** "Disagree."

Industry Users, Submitting Documents: **6 in 10** users "Agree" to "Strongly Agree," **1 in 3** offered "No Opinion" and **1 in 14** "Disagree."

Overall Informing about Training Opportunities: **9 in 10** users "Agree" to "Strongly Agree," and **1 in 8** offered "No Opinion."

DOD Users, Training Opportunities: **9 in 10** users "Agree" to "Strongly Agree" and **1 in 20** Offered "No Opinion."

Industry Users, Training Opportunities: **3 in 4** users "Agree" to "Strongly Agree" and **1 in 4** offered "No Opinion."

Overall Informing About How to Order Documents: **9 in 10** users "Agree to "Strongly Agree" and **1 in 14** offered "No Opinion."

DOD Users, Ordering Documents: **9 in 10** users "Agree" to "Strongly Agree" and **1 in 16** offered "No Opinion."

Industry Users, Ordering Documents: **9 in 10** users "Agree" to "Strongly Agree" and **1 in 8** offered "No Opinion."

Overall Informing about System Disruptions/Downtimes: **8 in 10** "Agree" to "Strongly Agree" and **1 in 6** offered "No Opinion."

DOD Users, System Disruptions/Downtimes: 9 in 10 "Agree" to "Strongly Agree," 1 in 11 offered "No Opinion" and 1 in 30 "Disagree."

Industry Users, System Disruptions/Downtimes: 7 in 10 users "Agree" to "Strongly Agree" and 1 in 4 offered "No Opinion."

Comparative Analysis on Effectiveness of Corporate Communication

| FY 2001 TOP 200 | | Strongly Agree or Agree % | Strongly Disagree or Disagree % | No Opinion % |
|---|--|----------------------------------|--|---------------------|
| Product /Service Changes | | 92 | 6 | 3 |
| Training Opportunities | | 87 | 0 | 13 |
| Submitting Documents | | 63 | 8 | 30 |
| FY 2001 Customer Satisfaction Survey | | Strongly Agree or Agree % | Strongly Disagree or Disagree % | No Opinion % |
| Product /Service Changes | | 81 | 4 | 15 |
| Training Opportunities | | 63 | 5 | 32 |
| Submitting Documents | | 46 | 9 | 45 |
| Online Service | | 70 | 6 | 24 |
| Order Status | | 40 | 14 | 46 |
| Annual Conference | | 57 | 2 | 41 |
| FY 2000 TOP 200 | | Strongly Agree or Agree % | Strongly Disagree or Disagree % | No Opinion % |
| Product /Service Changes | | 94 | 4 | 2 |
| Training Opportunities | | 75 | 3 | 22 |
| Submitting Documents | | 48 | 4 | 48 |

Fig 5

Overall Product/Service Quality Rating:

User participating in the 2001 Top 200 Survey reported as follows:

Overall: 8 in 10 users rated Product/Service Quality as "Very Good" to "Excellent," 1 in 7 users reported "Good" and 1 in 20 "Fair" to "Poor."

DOD Users: 8 in 10 users rated it "Very Good" to "Excellent," 1 in 6 rated it as "Good" and 1 in 20 rated it "Poor" to "Fair."

Industry Users: 3 in 4 users rated it "Very Good" to "Excellent," 1 in 5 rated it as "Good" and 1 in 20 as "Poor" to "Fair."

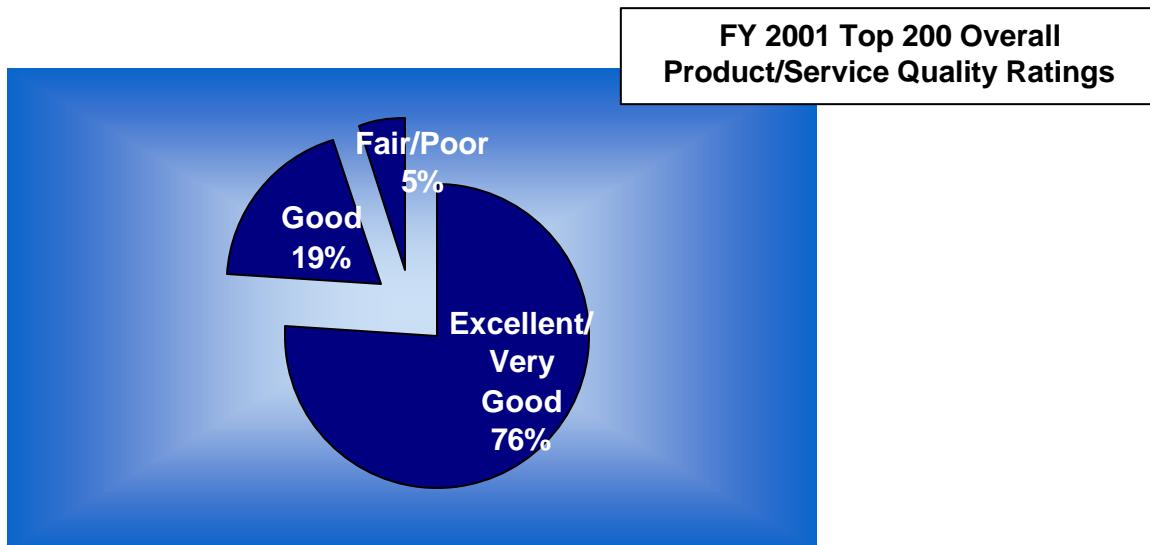


Fig 6

FY 2001 DTIC Product Usage Profile

| (FY2001 Top 200) DTIC's Product Service Performance Rating | Mean (norm.) % | Favorable % | Neutral % | Unfavorable % |
|--|----------------------|----------------|--------------|------------------|
| Automatic Doc. Dist. (ADD) | 77 | 81 | 19 | 0 |
| WED-Web Enabled DROLS | 75 | 79 | 16 | 5 |
| Classified DROLS | 68 | 67 | 18 | 14 |
| Public STINET | 73 | 69 | 24 | 7 |
| Secure STINET | 73 | 71 | 23 | 7 |
| CAB | 76 | 76 | 19 | 6 |
| ECAB Docs | 75 | 72 | 26 | 2 |
| ECAB | 73 | 72 | 15 | 14 |
| TR Database on CD-ROM | 76 | 77 | 13 | 10 |
| *Overall Rating | 74 | 74 | 19 | 7 |

*Based on a scale of 1-100, 1 being lowest and 100 being highest

Fig 7

Importance of DTIC to accomplishment of Business Objectives:

Overall: 8 in 10 users reported importance as "Very Important" to "Extremely Important" and 1 in 8 as "Important." (no other responses)

DOD Users: **9 in 10** users reported importance as "Very Important" to "Extremely Important" and **1 in 8** as "Important." (no other responses)

Industry Users: **9 in 10** users reported importance as "Very Important" to "Extremely Important" and **1 in 8** as "Important." (no other responses)

Impact of DTIC on Supporting Overall User Mission:

Overall: **9 in 10** users reported Impact as "High Impact" to "Very High Impact," **1 in 6** as "Medium Impact" and **1 in 25** as "Low Impact."

DOD Users: **8 in 10** users reported Impact as "High Impact" to "Very High Impact," **1 in 6** "Medium Impact" and **1 in 14** as "Low Impact."

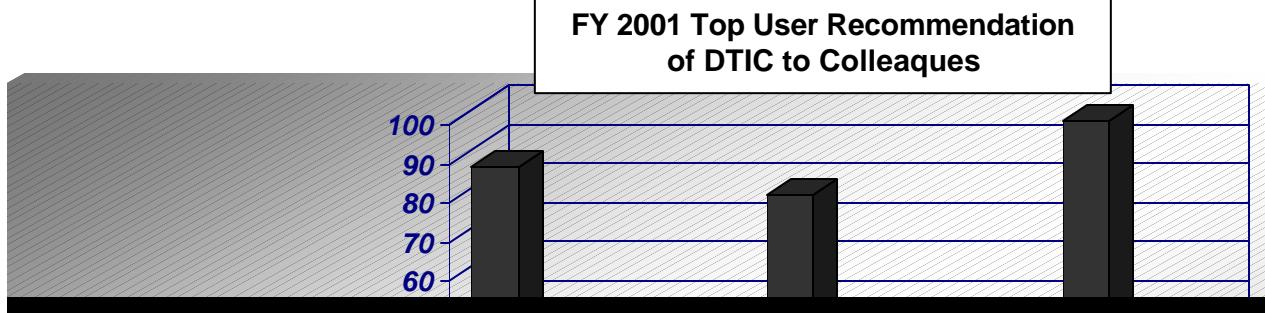
Industry Users: **8 in 10** users reported Impact as "High" to "Very High" and **1 in 5** as "Medium Impact."

Top User Recommendation of DTIC to Colleagues:

Overall: **98 percent** reported "Yes" and **2 percent** "No."

DOD Users: **100 percent** reported "Yes."

Industry Users: **95 percent** reported "Yes" and **5 percent** "No."



Percentage

Fig 8

Accessing the DTIC Homepage:

When 2001 Top 200 Users were asked if they had accessed the homepage in the past 90 days, they responded as follows:

Overall: 8 in 10 users reported "Yes" and 1 in 6 "No."

DOD Users: 3 in 4 users reported "Yes" and 1 in 4 "No."

Industry Users: 8 in 10 users reported "Yes" and 1 in 6 "No."

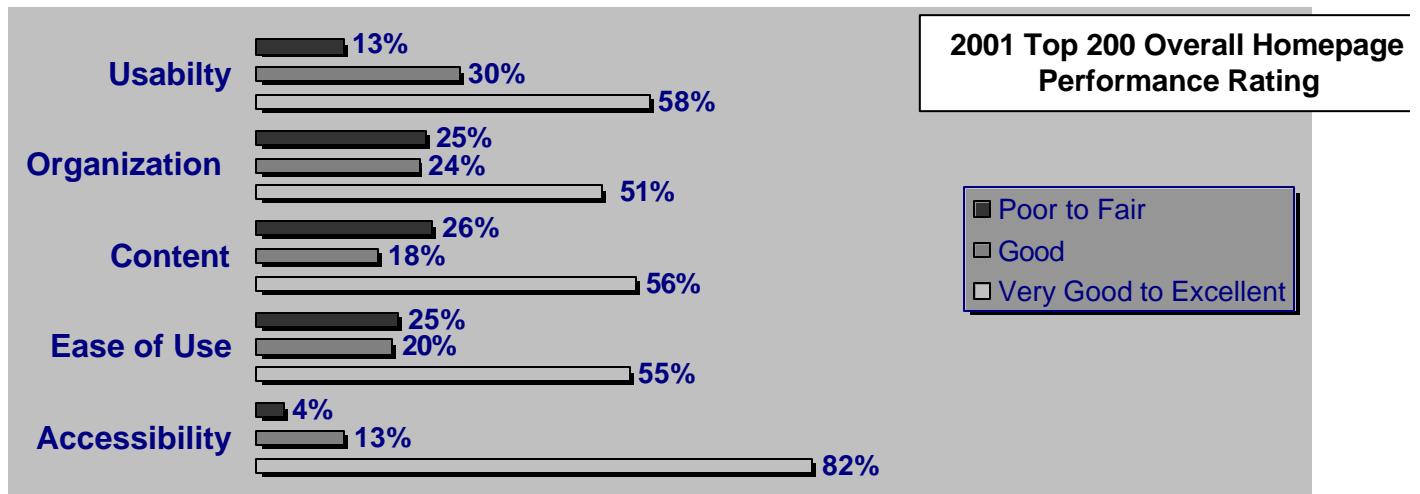


Fig 9

Target Market User Profiles

9 in 10 users responding to the survey reported their current organization as DOD or Industry. Due to the high percentage of response from these two user groups only DOD and Industry profiles are presented in this analysis. DOD users included uniformed military and DOD civilians employees. Industry included small business, corporate and government contractor users.

DOD and "Warfighter" User Profile

General: Our target audience, the Warfighter community included the uniformed military, DOD Labs, DOD Agencies, DOD Colleges, Universities, and Schools. **6 in 10** or **57 percent** of all respondents reported "Warfighter" status. **1 in 2** obtain and/or distribute Scientific and Technical information for others.

Job/Position Status and Longevity: **1 in 12** DOD respondents reported job/position as **Engineer**, **1 in 20** as **Researcher/Analyst**, **6 in 10** as **Librarian**, and **1 in 7** as **Technical Information Specialist**. **1 in 3** DOD users have been registered with DTIC for "less than 1 year," **1 in 10** for "1 - 2 years," **1 in 7** for 3 - 5 years, and **4 in 10** for "6 or more years."

Product and Service Usage and Quality Rating: **2 in 3** DOD customers reported using **Public STINET**, **2 in 3** subscribe to **SSTINET**, **3 in 4** use **WED DROLS** and **3 in 10** use **Classified DROLS**. **1 in 3** subscribe to **ADD**, **1 in 4** **CAB**, **4 in 10** to **ECAB**, **1 in 14** to **ECAB DOCS** and **1 in 2** to the **TR Database on CD-ROM**. **8 in 10** DOD users rated our product/service quality as "Very Good" to "Excellent," **1 in 6** as "Good," and **1 in 20** as "Poor" to "Fair."

Customer Satisfaction Rating: **8 in 10** DOD customers rated the quality of customer service as "Very Good" to "Excellent," **1 in 9** as "Good," and **1 in 12** as "Poor" to "Fair."

Homepage Satisfaction Rating (Overall): **6 in 10** DOD users reported the Homepage as "Very Good" to "Excellent," **1 in 5** as "Good," and **1 in 7** as "Poor" to "Fair."

Corporate Communications: **8 in 10** DOD users rated communications as "Very Good," to "Excellent," **1 in 12** as "Good" and **1 in 25** as "Poor" to "Fair."

Industry Profile

General: Industry respondents comprised **1 in 3** (33%) of all survey respondents. This category included government contractors, sub-contractors, small businesses and other private firms engaged in government contract work.

Job Position Status and Longevity: Five Industry job positions dominated the overall responses: **1 in 2** users reported as **Librarians**, **1 in 8** as **Researcher/Analyst**, **1 in 5** as **Engineers**, **1 in 14** as **Security Officer/Specialist**, and **1 in 14** as **Scientists**. **1 in 3** Industry respondents have been registered users for 1 year or less, **1 in 8** as 1 - 2 years, **1 in 5** as 3 - 5 years, and **1 in 3** as 6 or more years.

Products and Services Usage and Quality Rating: **6 in 10** Industry customers use Public STINET, **7 in 10** use SSTINET, **9 in 10** use WED-DROLS and **1 in 14** subscribe to Classified DROLS. **1 in 8** Industry respondents subscribe to ADD, **4 in 10** Industry respondents subscribe to CAB, **4 in 10** to ECAB, and **1 in 5** subscribe to ECAB DOCS. **3 in 4** Industry users rated DTIC's Product/Service quality as "Very Good" to "Excellent," **1 in 5** as "Good," and **1 in 20** as "Fair" to "Poor."

Customer Satisfaction Ratings: **7 in 10** Industry respondents rated the quality of customer service as "Very Good" to "Excellent," **1 in 5** as "Good," and **1 in 11** as "Fair" to "Poor."

Homepage Satisfaction Rating (Overall): **6 in 10** Industry users rated the Homepage as "Very Good" to "Excellent," **1 in 4** as "Good," and **1 in 5** as "Poor" to "Fair."

Corporate Communications: **7 in 10** Industry respondents rated communications as "Very Good" to "Excellent," **1 in 5** as "Good" and **1 in 50** as "Poor" to "Fair."